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Kellogg's GREAT CROPS of Strawberries and Other FRUITS

1941

Kellogg's Boysenberry

Combined flavor of Raspberry, Blackberry and Loganberry — a new money-maker — grows on a trellis. See full information on pages 4 and 5.



R. M. KELLOGG CO. Three Rivers, Michigan

Free Plants with Your Order

\$1 Value
Free \$5 Order
with a

The larger your order, the larger your free value.
Read this page carefully.

\$2 Value
Free \$10 Order
with a

\$3 Value
Free \$15 Order
with a

\$4 Value
Free \$20 Order
with a

\$5 Value
Free \$25 Order
with a

- and so on!

Now you can have a \$1.00 value free of extra charge with each \$5.00 cash value that you order. A \$10.00 order earns a \$2.00 value free, a \$15.00 order earns a \$3.00 value free, etc.

You may select any nursery stock you wish from this catalog as your free value.

WATCH YOUR ORDER

Often orders amount to \$4.75, \$4.85 or some similar amount. A \$4.85 order does not get the \$1.00 value free, but by ordering only 15c worth more, you raise your order to a \$5.00 order, and are entitled to the extra \$1.00 value. 25c worth more added to a \$4.75 order does the same, etc.

GUARANTY

Stock given you as premium value is the same that you would get if you paid cash, and is covered by the same guaranty. This stock must reach you in good growing condition or order refilled free of charge.

R. M. KELLOGG COMPANY

Three Rivers, Michigan

Yes! We will Answer Your Letters

We Give FREE SERVICE on all your Planting Problems

Over 50 years ago R. M. Kellogg, pencil in hand, sat down in his "writing chair" to answer a customer's letter. He wrote in longhand, using the broad writing arm of his "writing chair" as a desk. Since then, Kellogg's Free Service Department has grown to an important service. Several skilled correspondents, and stenographers keep busy answering your letters. Our expert field men come in daily to give their expert advice. A skilled checker goes over each letter carefully before mailing to be sure that all questions are answered completely and correctly. Every care is taken, so that you can profit.

Home gardener or commercial grower, beginner or man of experience, letters from all of you receive the same careful care.

Write us and we will answer gladly, and help you with your plans and problems, whether they pertain to a pending order, or to plants already growing on your grounds. Over 50 years of experience are behind us. We can help you and will help you gladly.

R. M. KELLOGG COMPANY
Three Rivers, Michigan

PLEASE!

Here are a few requests we make regarding your letters:

(1) Please Write Plainly on one side of the sheet only; leave margins at the sides, and space between questions.

(2) If You Want Us to Recommend Varieties, describe your soil. Tell us what vegetables, flowers, or other crops already grow successfully. Don't send soil samples. Answers to the foregoing questions serve much better.

(3) If You Want Us to Recommend Number of Plants, give size of ground—number of acres, or dimensions in feet or yards.

(4) State What Type Plants You are Interested In—Boysenberries, Blueberries, Strawberries, Cane Plants, Grapes, etc.

We will answer all questions, and there are very few that baffle us. The chances are that most questions you may ask have been answered before, so don't hesitate to write.

WE HELP WITH YOUR ORDER

We can tell you what plants you need, and make out an order for your approval.

The biggest cause of failure to answer questions is due to illegible writing, so again we urge you to write plainly, with questions well spaced.

Write today and see what Kellogg's Free Service can do for you.

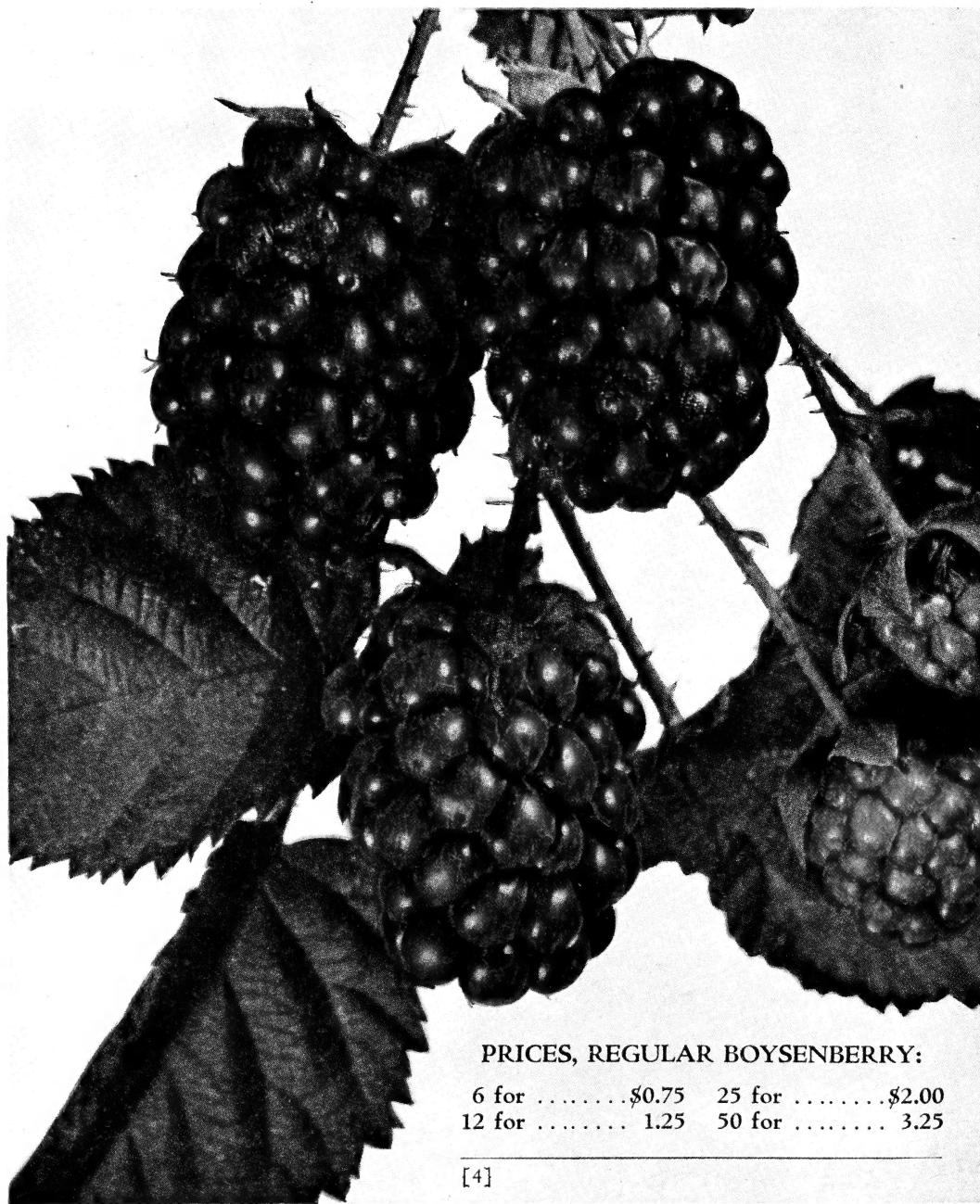
[3]



Boysenberry

A New Money-Maker and a New Taste Sensation

Seldom are we able to offer a berry with as many advantages as Boysenberry. See page at right.



PRICES, REGULAR BOYSENBERRY:

6 for	\$0.75	25 for	\$2.00
12 for	1.25	50 for	3.25

Combined Flavor of Raspberry, Blackberry and Loganberry

These amazing new BOYSENBERRIES are destined soon to replace Blackberries and Dewberries, for they are better than either. Berries are huge in size—about one inch by two inches—and they have an amazingly rich flavor that will make you want more. Just as delicious as they look! Order at least a few for home use or trial. But you will make a mistake if you do not plant for profits, for they are real money-makers. Here are the advantages of Boysenberries:

(1) **NEW!** People are always looking for new taste sensations—and new berries are usually scarce—no glutted markets—you get good prices.

(2) **HUGE SIZE!** Berries approximately 2 inches by 1 inch. Just imagine the sensation they will create!

(3) **NEW RICH FLAVOR!** Combined flavor of Raspberry, Blackberry and Loganberry—a new taste sensation—something you have never tasted before—rich, satisfying, delightful.

(4) **DOUBLE VALUE!** Can be used either for home use or market. Grown on a trellis, they take but little room. Big demand for market.

(5) **QUICK BEARING!** Fruit one year after planting. Important—they make money for you quickly.

(6) **HARDY!** We offer a special strain of Boysenberries, entirely hardy in the North. Require very little winter protection. Live through severe winters.

(7) **HEALTHY!** Unlike Raspberries and Blackberries, Boysenberries are hardly subject to disease at all—a most important advantage.

(8) **UTILITY!** Have many uses—pies, preserves, canning, shortcake, cordials, or fresh from the vine—excellent for all.

(9) **GROW ON A TRELLIS!** This picture shows Boysenberries growing on a trellis. Boysenberries are as easy to train and manage as grapes. They are much easier to pick because of this convenient habit of growth. Again, a most important advantage.

PRICES:

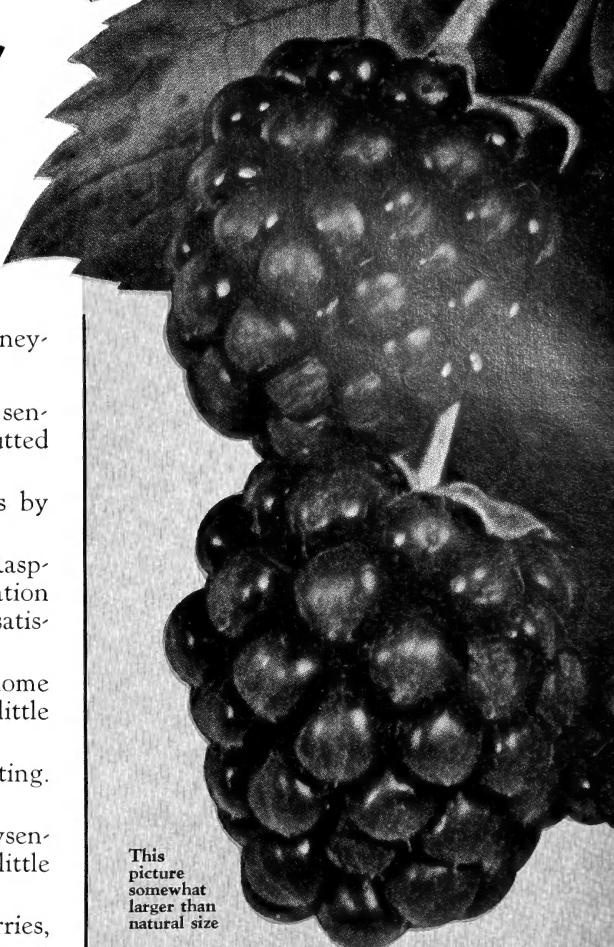
Regular Thorny Boysenberries shown at left.

6 for	\$0.75
12 for	1.25
25 for	2.00
50 for	3.25



CULTURAL NOTE

Plant Boysenberries 8 to 10 feet apart and train new growth in both directions. For weather protection mulch with straw or coarse stable manure. Grow them on a trellis.



Now Too! Thornless Boysenberry

This new thornless Boysenberry ripens about three weeks earlier than the thorny variety. Cultural directions are the same, and, except for being somewhat smaller than the regular Boysenberry, the thornless variety has all the advantages plus the thornless advantage. Flavor of the thornless variety has more of a tang than the regular variety.

Prices, Thornless Boysenberry

1 for	\$0.65
3 for	1.50
6 for	2.75
12 for	5.00
25 for	9.00
50 for	16.00

Important: Prices above apply to the Thornless variety only. Prices of the thorny Boysenberry at left.

Now

We urge
you to try
at least three Blueberry plants.
They can even be used for or-
namental effect. See description
at bottom of page 7.

Blueberries To Make

Here at last is a new money-maker for small fruit growers—a new delight for the home gardener. Cultivated Blueberries satisfy the ever-changing tastes of customers—satisfy their desire for something new and better. They are delighted with their beau-
tiful, delicious and extra large, cultivated berries.

Here are the advantages of Cultivated Blueberries:

(1). **Berries juicy, mild, and delicious.** The pulp is meaty and the seeds small.

(2). **Berries large.** Cultivated Blueberries are **two to three times as large as the wild varieties.**

(3). **Last a lifetime.** Long life makes Cultivated Blueberry plants very economical to buy. Considered over their years of productivity, the prices are exceedingly low.

(4). **Berries bring high prices.** 40c to 60c per quart.

(5). **Large profitable crops.** Berries are produced in fine large clusters, almost like grapes. Four-year-old plants will produce around 800 to 1,000 quarts per acre, bringing you an income of \$300 to \$600. Older plants will produce more. You get your money back with the first crop. Fruit ripens over several weeks, making picking and marketing easy. Six plants will produce enough for the average family.

(6). **Fine for the health.** Let Blueberries supply you with vitamins.

(7). **Ship well.** Berries are solid and firm. Tests have proven their shipping qualities.

(8). **Excellent quality.** Not only has the size of the fruit increased but the flavor is much better than that of the wild fruit.

PRICES

3 for . . . \$ 4.25

6 for . . . 7.75

12 for . . . 14.85



Come Up from the Bogs Money for You

Blueberries are the
Newest Tamed Fruit.

They Grow
on

Dry Land

Now Cultivated Blueberries can be grown on ordinary dry land. New and simplified cultural methods with mulching in place of water have been discovered — make growing easy. See paragraph headed "Easy to Grow" below.

(9). **Easy to grow.** Now, with new methods of culture and the new varieties, Blueberries are easy to grow. Simply set them about 5 to 7 feet apart. Moist soil is O.K. but now it has been discovered that with mulching, **they can be grown on high, dry land of most any type**, and wet soil is therefore not absolutely essential. Just mulch the soil well and see that it is acid. Peat Moss will supply the acid—about one-third of a bushel to two-thirds of soil mixed in the hole before setting, around the roots. Other suppliers of acid are woodland soil, oak leaves, or aluminum sulphate. And don't forget mating, two or more varieties should be planted. We sell Blueberries only in groups, at least two different varieties, our choice, so all you need to do is plant them in close proximity, and they will be properly mated.

(10). **Easy to pick.** These new cultivated varieties grow upright—no sprawling.

(11). **Fine for home gardens.** All the points above make Blueberries fine for home culture as well as commercial culture.

WE SUPPLY ONLY THREE-YEAR PLANTS

These are the best age for planting, and we do not bother with the small sorts that take several years to come into bearing. These three-year-old plants will fruit one year after planting. **Really they are four-year plants, as they have had three years in the nursery field, and one year in the cultivating bed—total four years.** Fancies! Plants will come to you pruned ready for planting.

THREE VARIETIES

We plan to furnish the following varieties: **Rubel**, very hardy—medium to late; **Rancocas**, early; and for late, either **Harding** or **Jersey**. Should we be sold out of any of these varieties we reserve the right to substitute others of equal merit.

HURRY YOUR ORDER

You will want to be one of the first to have Cultivated Blueberries, therefore we urge you to hurry your order and have plants reserved—no extra charge for reserving plants—just send 1/3 of remittance with order. You can specify approximate shipping date. We have only a limited supply so this is important.

Use as a Shrub

Ornamental. Blueberries can be planted with decidedly ornamental effect. They grow ultimately six to eight feet tall, and have beautiful dark-green glossy foliage which turns to brilliant shades of red and crimson in the fall. The blooms are bell-shaped and pinkish white. Berries produced in beautiful clusters.

Prices

3 plants for \$4.25
6 plants for 7.75
12 plants for 14.85

We send you three varieties properly mated. We do not accept orders any other way, as we want to be sure the plants are mated for best fruiting. Plant them in close proximity—about 6 to 7 feet apart will do.



Now! No Seeds

Who wants to chew seeds! Not you! Not I! Not your customers! If you grow these new seedless Concord Grapes for your own table, you will be delighted at their freedom from seeds—no embarrassment in disposing of them. If you grow Seedless Concord for market, your customers will be delighted, and will come back for more at good prices. This is the biggest improvement that has been made in Grapes for years.

Seedless Concord Grape

The new Seedless Concord Grape is just like other Conards, excepting that the berries are a trifle smaller. They have the same delicious flavor as the regular Concord, the same appetizing blue-black color—the same beautiful compact bunches. **PERFECTLY HARDY.** We urge all of our customers to try the new Seedless Concord Grape. It will soon replace the regular Concord everywhere, and you will be behind the times if you do not have it. **Prices at left.**

Prices

Seedless Concord Grape

1 for \$1.00	4 for \$3.55
2 for 1.85	6 for 5.25

Strong, healthy, two-year, field-grown plants.

Other Grapes

Here are the best standard Grapes:

CACO (Red). Finest of all red Grapes. Juicy, sweet, extra early, large, long compact bunches.

CATAWBA (Red). Large amber-red fruit. Late.

DELAWARE (Red). Hardy, heavy producer, delicious, fine table Grape.

FREDONIA (Black). Fine, large, plump, juicy. Two weeks earlier than Worden!

MOORE'S EARLY (Black). One of the earliest of blacks. Peculiar sweet flavor. Hardy. Prolific.

NIAGARA (White). Large bunches. Hardy. Succeeds everywhere. Sweet and delicious.

PORLAND (White). Newest white Grape. Earlier than any other Grape. Berries larger and better than Niagara, sugary and sweet. Hardy. Productive.

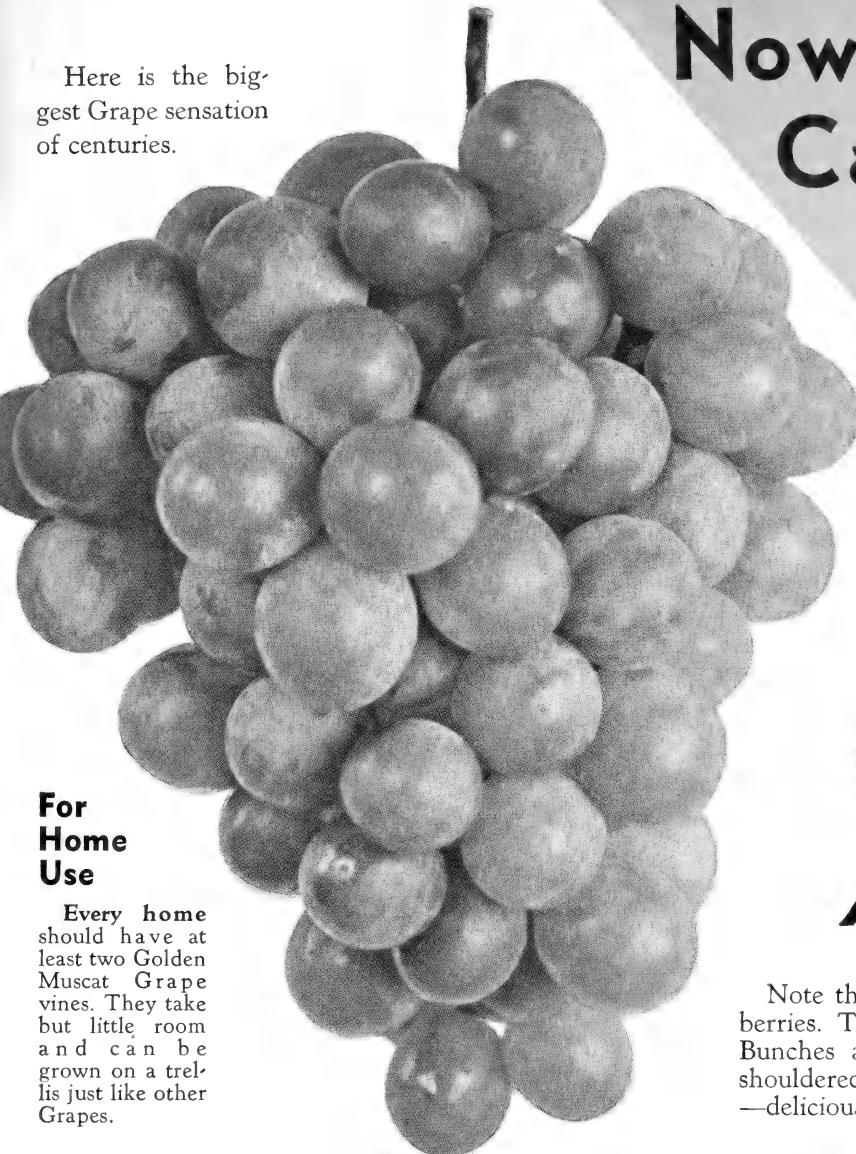
SHERIDAN (Black). More delicious, richer, and better than Concord. One week later. Excellent keeper. Extra fine for shipping. Latest Grape known.

WORDEN (Black). Very hardy, healthy, and productive. Fruits early.

PRICES: All Grapes excepting Concord and Seedless Concord, 1 for 35c; 3 for 60c; 6 for 95c; 12 for \$1.75; 25 for \$3.25. Strong, 2-year plants.

CONCORD (Black). Regular variety with seeds. Prices: 20c each; 3 for 38c; 6 for 55c; 12 for 95c; 25 for \$1.75.

Here is the biggest Grape sensation of centuries.



For Home Use

Every home should have at least two Golden Muscat Grape vines. They take but little room and can be grown on a trellis just like other Grapes.

Not only are Golden Muscat Grapes large, meaty, and delicious, but they are borne in large quantities. They are also beautiful and appetizing in appearance—this makes them attract customers at high prices. They are very firm, and carry well to market. Commercial growers who have tried them find them money-makers, and are enthusiastic. You will be enthusiastic, too, when you try them.

Hardy

This is one of the most important features. You all like Muscat Grapes. Now here is a Muscat that will grow in the North — anywhere that other Grapes are grown. Do not hesitate to order Golden Muscat Grapes. They will grow if other varieties of Grapes will grow for you.

Now a Hardy California Grape

Now you can have the delightful flavor of California Muscat Grapes in the North. This new variety is a cross between the white California Muscat Grape and our hardy Northern varieties. It takes its flavor from California Grapes, its hardness from the Northern Grapes, and it will grow and fruit wherever other Northern Grapes will grow.

Golden Muscat

Note the large, meaty, delicious looking berries. They are just as good as they look. Bunches are heavy, compact, and broad shouldered as shown. Beautiful to behold—delicious to eat.

And again we emphasize their fine flavor. Easily comparable to the flavor of the California varieties—just as sweet, just as delicious, just as aromatic. We are enthusiastic about Golden Muscat, and you will be too.

Order Early

Remember that the supply of Golden Muscat is limited. These have been on the market for only a short time, and only a limited number is to be had. We supply strong, well-developed two-year plants.

Prices Golden Muscat

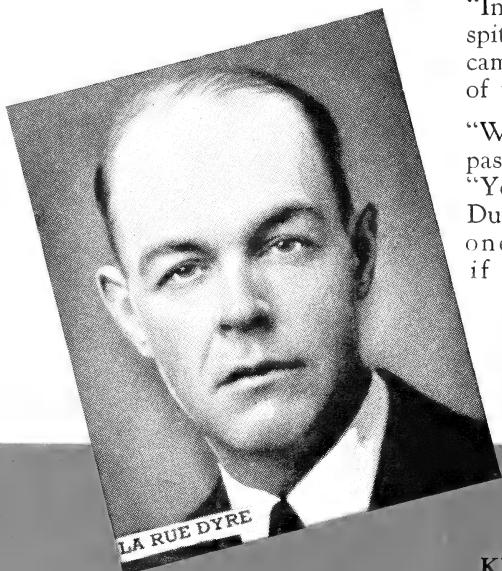
1 for	\$0.95	4 for	\$2.95
2 for	1.65	6 for	4.00



Join the

Extra care, careful selection of mother plants and extra money spent by Kellogg's in the nursery does produce more productive Strawberry plants. The experiences of Kellogg customers prove it. Here are only a very few letters out of the many hundreds that we have in our files.

"Premier is the best variety for me. Not Premier alone but Kellogg's Premier. I have tried the Premier variety from several nurseries but find your Premier most satisfactory, in that they produce more, are larger and the picking season lasts longer. Am sure glad to speak a good word for your company."—LA RUE DYRE, Indiana.



Not Just
Premier, But
KELLOGG'S Premier,

says La Rue Dyre of Indiana. See Mr. Dyre's entire letter above.

**2,000 Plants—
2,000 Quarts!**

This is a yield obtained by August Schultz. Mr. Schultz's letter below.

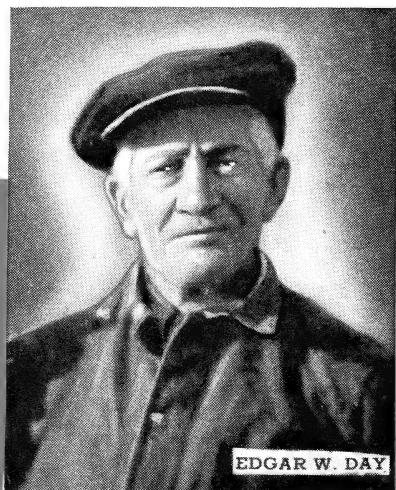
"I have tried many different kinds of berries but Premiers are the best. Two years [10]

"In 1937 we put out 450 plants, lost 3, they grew fine in spite of the hot, dry summer. They were mulched good and came out in spring in fine shape. We gathered 700 quarts of fine berries.

"We have been getting our Strawberries from you for the past 40 years and never had a failure.

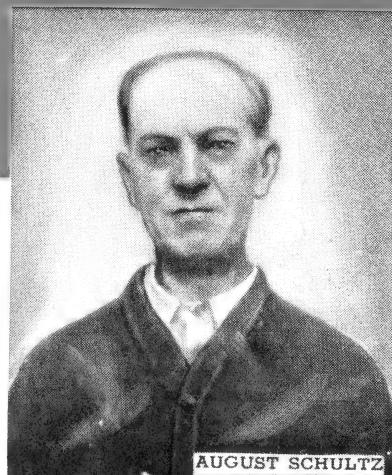
"Your plants can't be beat. They are full of life. We like Dunlap, Gibson, Big Late, Premier, and Blakemore. No one will go wrong if they get their plants from Kellogg's."—

**EDGAR W. DAY,
Illinois.**



**450 Plants, 700 Quarts
40 Years with Kellogg**

See Mr. Day's letter above.



ago I set 2,000 plants, the following year I picked 2,000 quarts."—AUGUST SCHULTZ, Michigan.

Money Makers!

40 Quarts or 136—Which?

"Several years ago I planted 100 Kellogg's Premier and picked 136 quarts from them the following year. The same year a friend of mine who lives about one-half mile from me with the same kind of soil (limestone) bought 100 Premier from a firm in , he picked about 40 quarts from his. I wanted him to order Kellogg's plants but as he could buy them there at less money he would not order with me. Of course, he was the loser. I find it always pays to buy Kellogg's plants."

C. C. ROTE,
Pennsylvania



\$140 From 1,000 Gem

"The 1000 Gem Everbearers made 970 quarts and sold for \$140.00. Picked our last berries November 7, 1938."

F. F. GOLDSBARRY, Indiana

"I have had good luck with Premier this past season. I sold over \$1,000.00 of Premier berries. I bought of you 6,000 plants. Average price received was 12½c per quart, and had 335 crates. From now on I will set only Premier plants."

JAMES R. FAUSSETT, Indiana

THIS SPACE
RESERVED
FOR
YOU!

Once you have bought Kellogg plants and experienced their fine fruitfulness, you too will have many nice things to say about them. This space is for your letter. Or if you don't care to write a letter, tell your neighbors and friends, as many others do. Just give Kellogg plants a trial and we know that you will make just as good profits as these others have made.

\$1,000 From One Acre

James R. Fausett, of Indiana, made a real profit from 6,000 plants. Read his letter below.



Kellogg's EVERBEARING

GEM PRICES

25	\$0.60
50	1.00
100	1.40
300	3.00
500	4.60
1,000	7.95

Now making good as
money-makers.



Kellogg's GEM

This mighty ever-bearing variety

really is making good as a commercial berry. It is one everbearing variety that will stand marketing well. Many Kellogg customers are reporting it as their best money-making variety because of its large, well-shaped, well-colored, and well-flavored berries which come at a time when strawberries are most in demand—no competition from southern berries in the fall. Prices just above picture.

Plants are healthy, hardy, drought-resistant, easily grown, and productive. Gem will outyield your other everbearers and will compete strongly with standard varieties in June.

Mastodon Everbearer

Kellogg's extra heavy bearing strain of Mastodon are hardy, strong growing, heavy yielding; berries big, bright red and attractive. Fruits three months after planting and until light freeze. Three crops in 18 months. Splendid flavor.

MASTODON PRICES

25.....	\$0.70	100.....	\$1.60	400.....	\$4.30
50.....	1.15	200.....	2.50	500.....	5.20
75.....	1.35	300.....	3.40	1000.....	8.95

STRAWBERRIES

BIG SWEET WAYZATA EVERBEARER

Wayzata is the sweetest, most delicious, and most sugary of all everbearers and also the most persistent fruiter — bears heavily first year. August to nearly November first. Two large crops second year. Berries are extra large, very dark red, finely shaped. Bring good prices. Plants are tall, bushy and healthy, and make only enough runners for a good fruiting row — easy to control. Berries firm and solid and stand market-ing well like standard varieties.

PRICES

25 —	\$2.00	200 —	\$ 9.90
50 —	3.50	300 —	14.00
75 —	4.35	500 —	22.00
100 —	5.25	1,000 —	36.00



Kellogg's Everbearing Garden

200

Plants

Special Price
\$2.57

This garden is composed of 200 Everbearing plants — no June bearers — 100 Kellogg's Gem and 100 Kellogg's Mastodon, and will produce all the berries your family can eat. Remember that the everbearers not only fruit in the fall but also in June. The best garden for fresh-from-the-vine eating. \$3.00 value.

PRICES

25 for	\$0.50
50 for	.80
100 for	1.10
200 for	1.75
300 for	2.30
500 for	3.50
1000 for	5.95

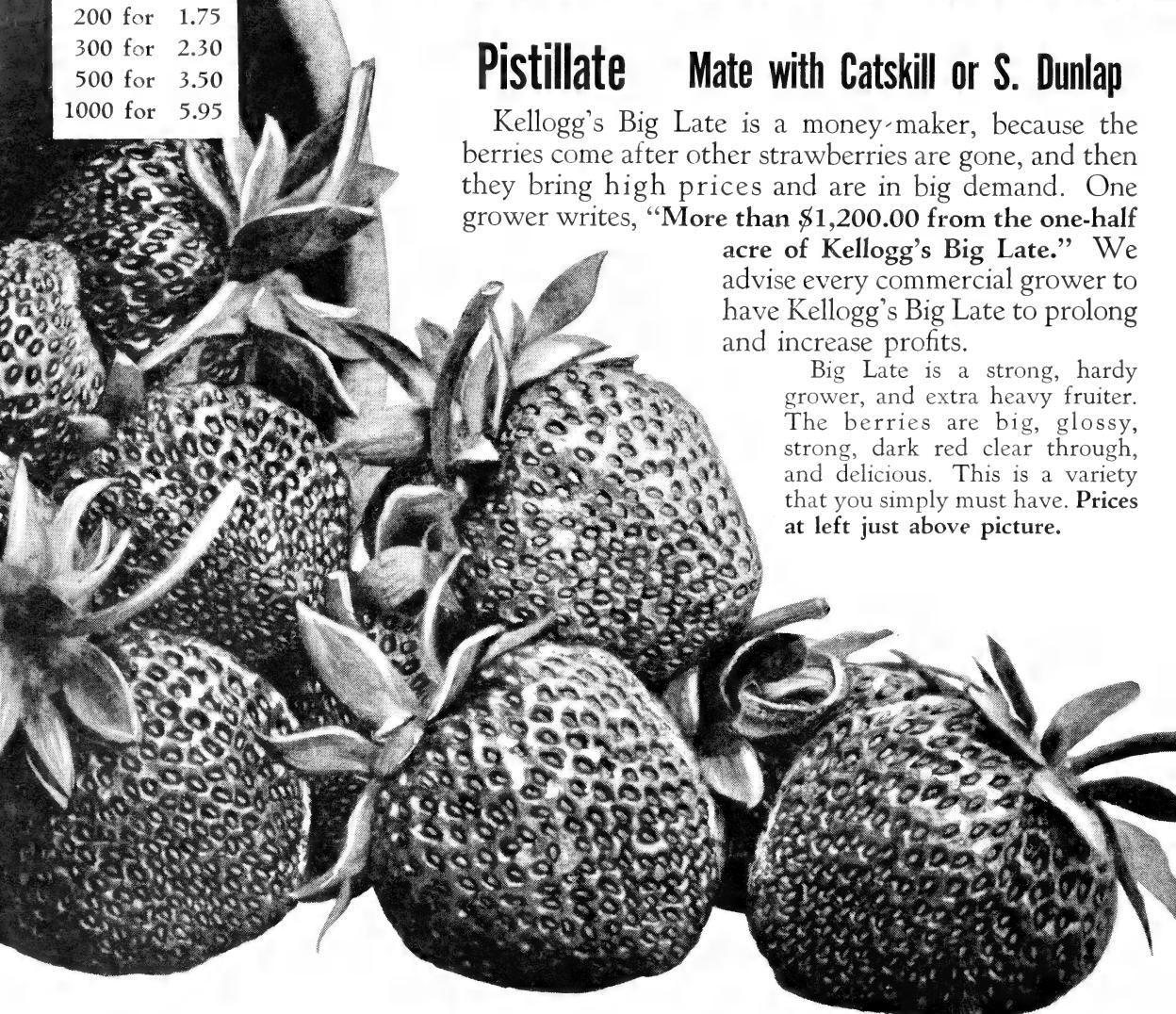
Kellogg's BIG LATE

Pistillate Mate with Catskill or S. Dunlap

Kellogg's Big Late is a money-maker, because the berries come after other strawberries are gone, and then they bring high prices and are in big demand. One grower writes, "More than \$1,200.00 from the one-half

acre of Kellogg's Big Late." We advise every commercial grower to have Kellogg's Big Late to prolong and increase profits.

Big Late is a strong, hardy grower, and extra heavy fruiter. The berries are big, glossy, strong, dark red clear through, and delicious. This is a variety that you simply must have. Prices at left just above picture.



Strawberry Bargains

The four varieties listed here are bargains. They are easy to grow in the nursery, hence can be sold at low prices—but do not believe they are inferior at all in quality. They are all big producers of fine money-making fruit.

SENATOR DUNLAP

(Bi-sexual). Strong hardy grower, heavy yielder, solid, dark red berries. Best for canning. Fruits in midseason. Prices at right.

CLERMONT

(Bi-sexual). Early—drought-resister—vigorous grower. Berries large, well-shaped, fine flavored. Holds size well—a fine commercial variety. Prices at right.

BLAKEMORE

(Bi-sexual). Early! Big, hardy, strong grower; big crops of large solid sparkling berries. Red clear through. A real prize for the home garden; a big money-maker. Prices at right. IMPROVED STRAIN.

CATSKILL

(Bi-sexual). Berries large, brilliant red with bright green cap. Plants vigorous. Exceedingly heavy fruiter. Prices at right.

PRICES

25 for	\$0.45
50 for70
100 for95
200 for	1.45
300 for	1.95
500 for	2.95
1000 for	4.95

Strawberries that have Attained Leadership

The three strawberry varieties described on this page have attained enviable leadership in the Strawberry world. They are all money-makers. They give you a range from early to late.

Dorsett

Bi-Sexual—Does Not Require Mating

A solid beauty that will attract customers. One of the very best money-makers — profits as high as \$1,000.00 per acre.

Extra early, but immune to frost, drought, and excessive rainfall. Berries large, finely shaped; plants fruit extra early to late. The berries keep, ship and hold color well — characteristics essential to a money-making variety. Deliciously sweet, fine for canning.

Prices

Dorsett and Fairfax

25 for	\$0.50
50 for	.80
100 for	1.10
200 for	1.75
300 for	2.30
500 for	3.50
1000 for	5.95

Fairfax

Bi-Sexual—Does Not Require Mating

Fairfax is just as good as Dorsett but slightly later in fruiting—resistant to frost and disease—succeeds anywhere.

Berries are deep red clear through, firm and solid and bring high prices on any market—will attract the customers away from the cheap shipped-in berries.

Kellogg's Beauty

Kellogg's Beauty is the best medium-late strawberry ever grown. Tall, upright, hardy grower. Heavy yielder of extra large round glossy berries that are unusually solid — extra fine shipper.

Bisexual — does not require mating.

Tops the market wherever offered. Most delicious strawberry you ever tasted. Extra sweet with remarkable flavor. **Berries often measure 6 inches in circumference.** Ideal for home gardens and profitable for market. We, by all means, urge you

to try at least a hundred plants of Kellogg's Beauty — 500 would be better. Prices in panel at left.

KELLOGG'S BEAUTY PRICES	
25	— \$0.55
50	— .90
75	— 1.05
100	— 1.25
300	— 2.65
500	— 4.05
1,000	— 6.95

Kellogg's Premier The Best of Them All

Bi-Sexual—Does Not Require Mating

Kellogg's Premier is without a doubt the best strawberry ever known. We introduced it in 1915 and since it has spread like wildfire to every part of the United States and Canada and many parts of the world where strawberries are grown. Now by far the largest selling strawberry variety. Kellogg's Premier has more good points than any other variety. Its twelve good points are listed in detail below.

If you should tell us that you wanted to plant only one variety and should ask us what variety to plant, we would unhesitatingly say, "By all means plant Kellogg's Premier." We have more testimonials on the profit made from Kellogg's Premier than any other variety. Hitch your wagon to Kellogg Premier's star and it will show you the way to bigger profits and complete satisfaction.

PRICES	
25	\$0.55
50	.90
100	1.25
200	2.00
300	2.65
500	4.05
1,000	6.95

OUT-YIELDS ALL OTHERS

"I like the Premier the best of any I have raised. They extend over a longer picking period and far out-yield any other berry."—Enos Eikenberry, Ohio.

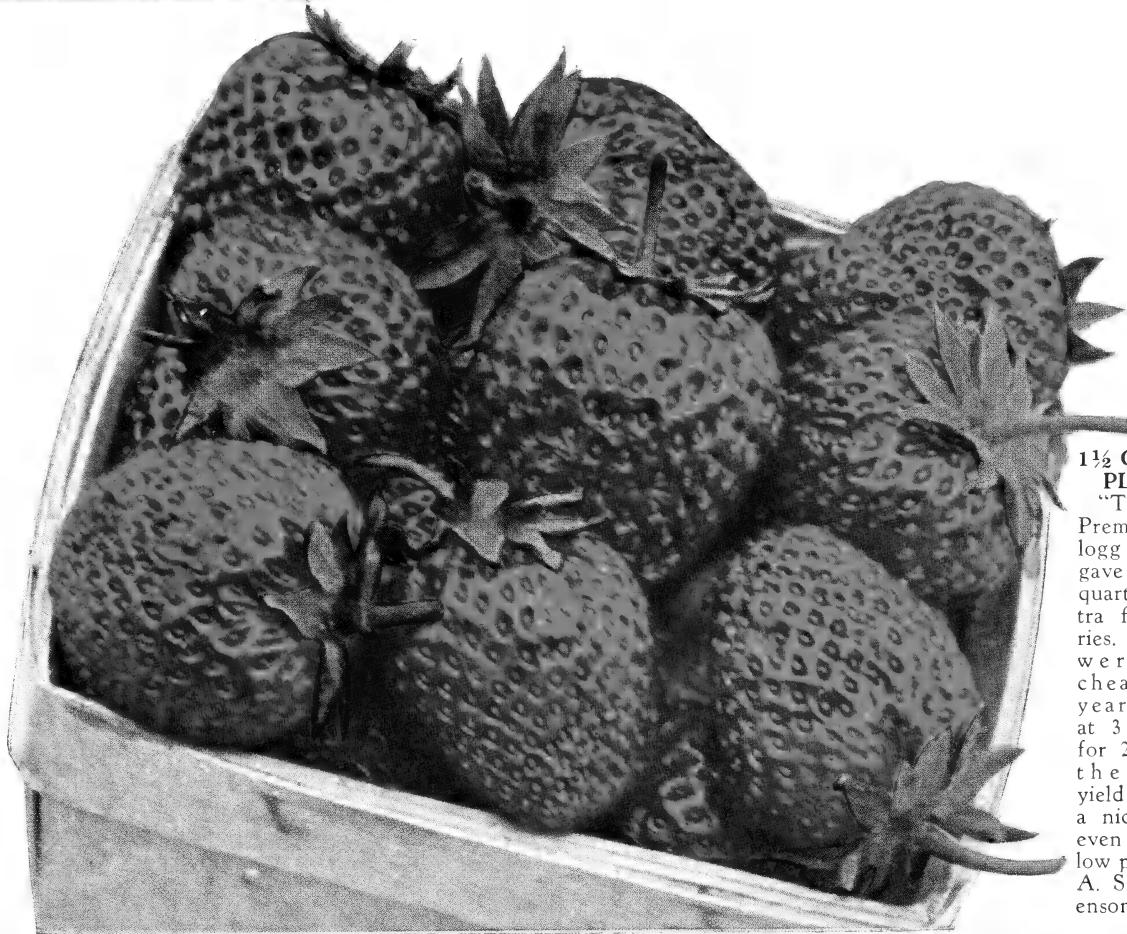
PREMIER—The Twelve Po

- (1) Extra early. No worth-while variety fruits earlier. High prices—more profit.
- (2) Resists frost. Very essential with an early frost. Frost hardly touches Kellogg's Premier.
- (3) Fruits long. Nearly as late as most other varieties. Berries hold up well throughout the season.
- (4) Extra large. Size attracts attention, buyers, big profits.
- (5) Well shaped. See picture.
- (6) Solid. One of the best market varieties. Ships well for long distances.

**R. M. KELLOGG CO.
Three Rivers, Mich.**

r . . .

We once went through our testimonial letters and found that over two-thirds of them referred to Kellogg's Premier. Premier is without a doubt the most satisfactory variety produced. It is the best money-maker.



1½ QTS. per PLANT

"The 2,200 Premier Kellogg plants gave us 3,500 quarts of extra fine berries. Berries were very cheap this year, selling at 3 quarts for 25c, but the large yield gave us a nice profit even at this low price."—A. S. Christensen, Wisc.

aint Variety—Here are the Twelve Points

arlier.
variety.
ieties.
profits.
ps well

- (7) **Healthy.** Seldom touched by disease. Foliage is tough, dark green, glistening and leathery.
- (8) **Beautifully colored.** Red clear through. Buyers' delight.
- (9) **Best for preserving.** Retains shape and color.
- (10) **Easy to grow.** Withstands drought, excess moisture, does well under all conditions.
- (11) **Bi-sexual.** Does not require mating.
- (12) **Delicious.** A fine table berry. Makes customers come back again and again — profit for you.



Kellogg's Strawberry



Kellogg's Strawberry Gardens are for those who want berries for home use. Many, too, make nice profits, some well over \$100.00.

Family Garden 100 Plants

\$1.45

All the delicious Strawberries that an average family can eat. Four fine varieties as follows:

25	Dunlap	\$0.45
25	Big Late50
25	Premier55
25	Dorsett50

Total Value	\$2.00
Special Price	\$1.45
You save	\$0.55



50-50 Garden June and Fall 200 Plants

\$2.95

Half Everbearers, half June-Bearers — a \$3.75 value for only \$2.95.

50	Catskill	\$0.70
50	Premier90
50	Mastodon	1.15
50	Gem	1.00

Total Value	\$3.75
Special Price	\$2.95
You Save	\$0.80

Gardens

Many have all the berries they can use and a profit besides. Kellogg's Strawberry Gardens are excellent pin money makers.

Big Garden 4

100 Premier ... \$1.25

100 Fairfax 1.10

100 Big Late ... 1.10

100 Dorsett ... 1.10

400

Plants

\$3.25

Total Value ... \$4.55

Special Price ... \$3.25

You Save \$1.30



For the family that wants berries to can and preserve as well as to eat fresh from the vine.

Big Variety Garden

\$5.65

**Value
for \$2.95**

You get all varieties except Wayzata. Each variety will be labeled. Very large saving in price.

25 Gem \$0.60 25 Clermont ... \$0.45

25 Mastodon. .70 25 Dunlap45

25 Dorsett .. .50 25 Blakemore . .45

25 Fairfax .. .50 25 Beauty55

25 Premier . .55 Total Value \$5.70

25 Big Late . .50 Special Price \$2.95

25 Catskill .. .45 You Save ... \$2.75





KELLOGG'S Money Maker

Quarter - Acre

Kellogg's Money-Maker Quarter Acre is for those who really want to get into the Strawberry business and make money. It is composed of the four best money-making varieties. Order Kellogg's Money-Maker Quarter Acre and ask for the "Key to Strawberry Profits" with your order and you will learn how to produce berries that will sell quickly at good prices with a very good profit for you. Here is what you receive:

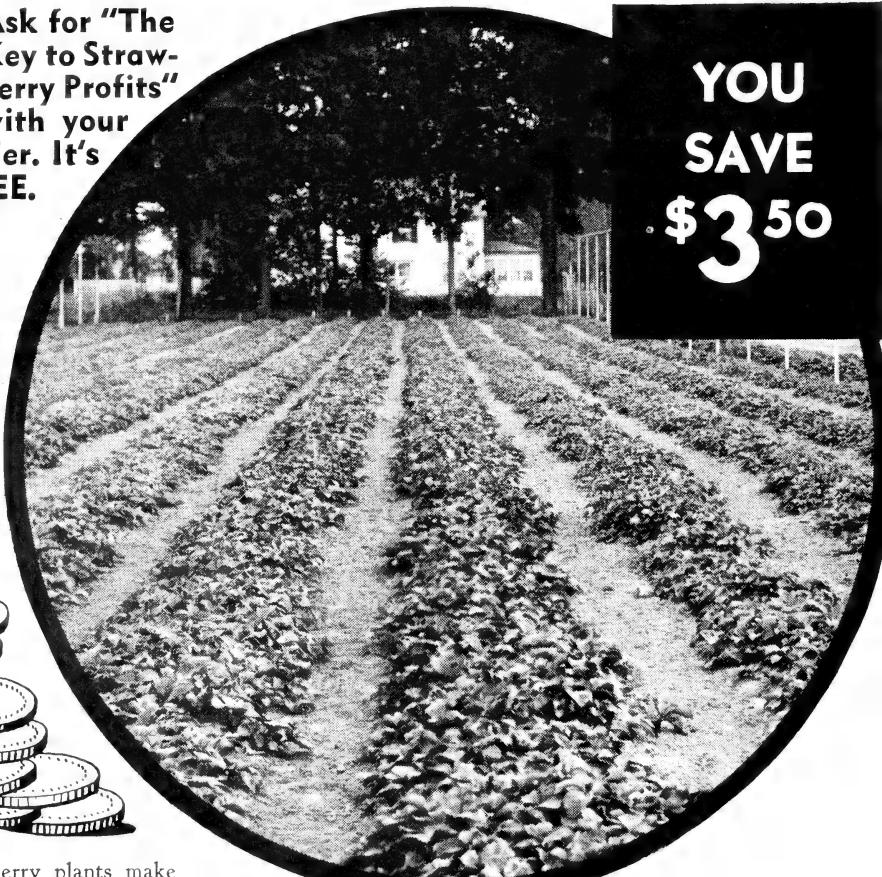
500 Kellogg's Premier (extra early)	\$4.05
500 Catskill (midseason)	2.95
500 Blakemore (midseason)	2.95
500 Kellogg's Big Late (late)	3.50

Total Value \$13.45

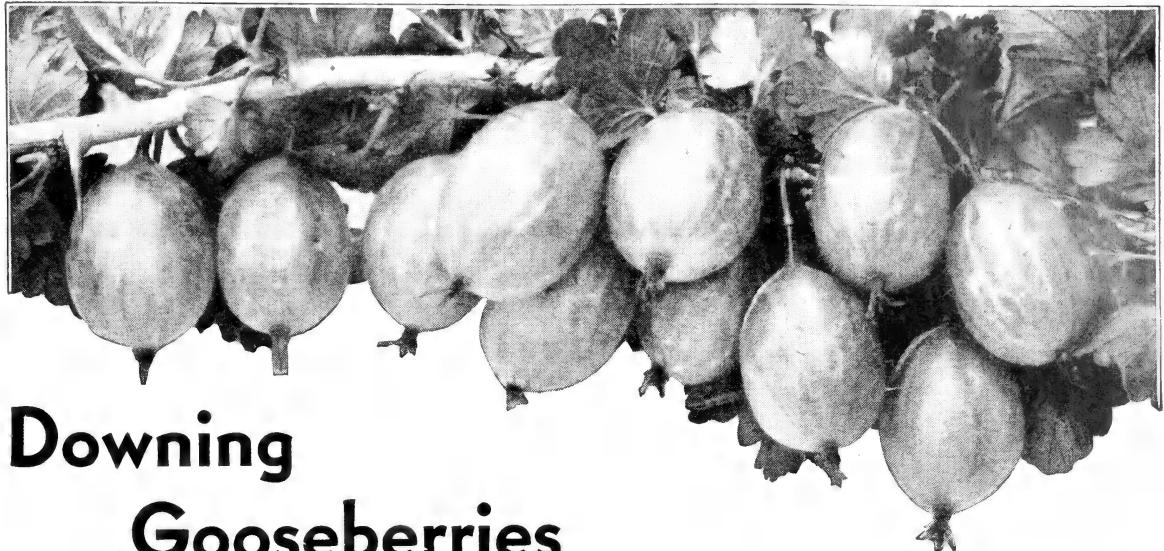
Special Price only \$9.95

Ask for "The
Key to Straw-
berry Profits"
with your
order. It's
FREE.

YOU
SAVE
\$3.50



Kellogg's Thorobred Strawberry plants make big profits. See pages 10 and 11 for letters from users.



Downing Gooseberries

Gooseberries are one of the most popular of small fruits. They are so excellent for jams, pies, and preserves, that they are indispensable in the home garden; and they are good money-makers. Very easy to handle—they do not crush easily, and carry well for long distances. We advise every home gardener to have at least three Gooseberry bushes, and commercial growers should have very many more.

The Downing variety is the most handsome and useful Gooseberry grown. Fruit is large and green with yellowish cast when fully ripened. Splendid for cooking and table use. Bears one year after planting. Prices: Downing Gooseberry, 1 for 31c; 3 for 85c; 10 for \$2.25; 25 for \$4.95.

IMPORTANT

Orders for Gooseberries and Currants should be sent early. Not shipped after about May 10, because of their advanced condition.

Perfection Currants

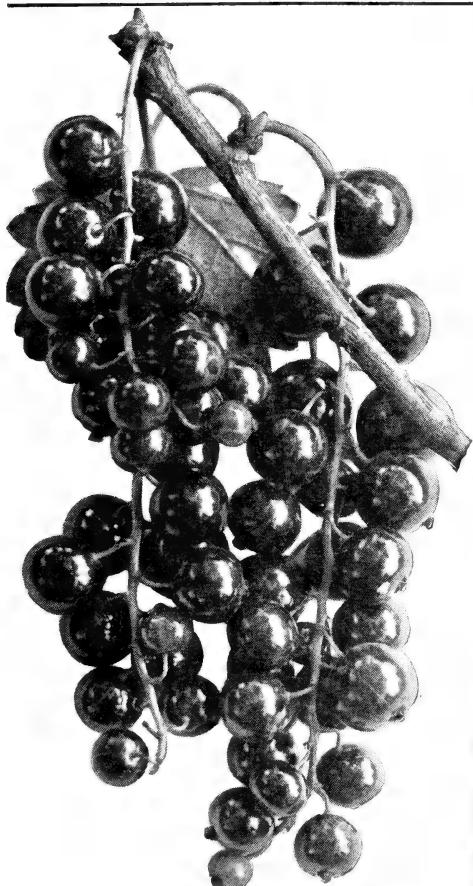
All the good things we have said about the Gooseberries can be said for Currants with equal enthusiasm. They are good money-makers, and fine in the home garden. Excellent for pies and jams.

Perfection is one of the best. Berries are large and bright red and it is a heavy bearer of well filled bunches. Bears one year after planting.

PRICES, PERFECTION CURRENT

2-year plants.

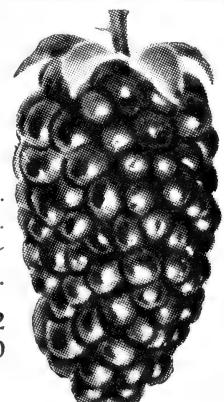
1 for	\$0.31	10 for	\$2.25
3 for85	25 for	4.95

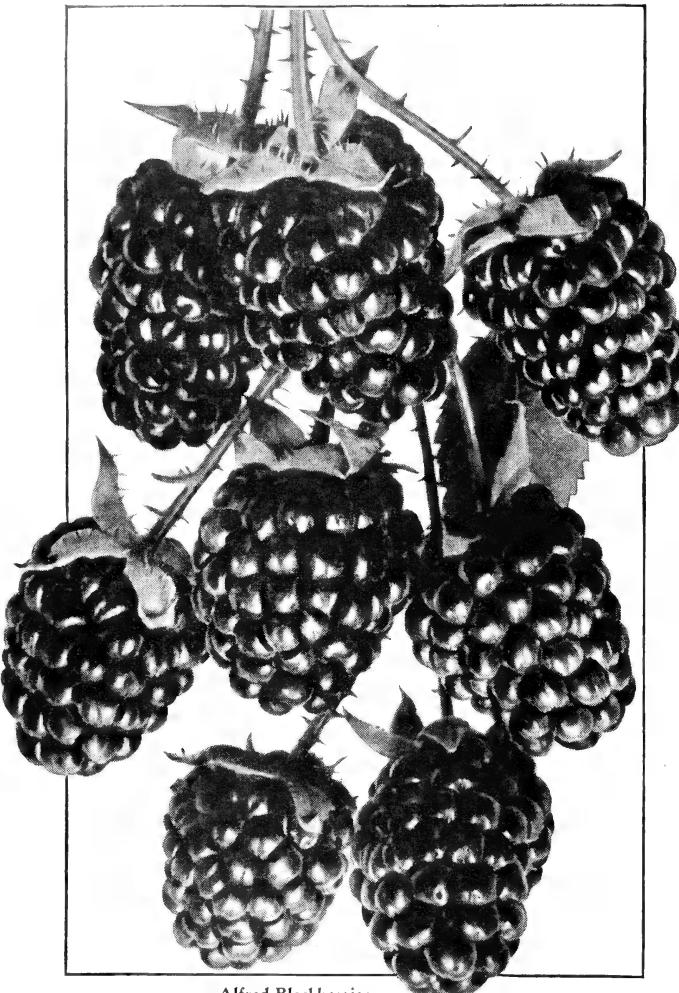


Lucretia Dewberry

A fine delicious fruit, large berries. Early, particularly free from diseases. Easily grown. Fine for pies, shortcakes, canning or fresh from the vine.

PRICES: Fine one-year plants, 12 for 65c; 25 for 90c; 50 for \$1.50; 100 for \$2.45.





Alfred Blackberries

PRICES, Alfred and Eldorado:
1-year plants.

12 plants	\$0.85	100 plants	\$ 4.15
25 plants	1.35	300 plants	10.95
50 plants	2.35	500 plants	16.50
1000 plants	\$30.00		

All plants are choice first grade stock.

Important! Better send your order for Blackberries early. For the past several years we have not had enough Blackberry plants. You can have the plants reserved by sending one-third of your remittance with your order, providing order amounts to \$5.00 or more. You may specify approximate shipping date, or we will ship at your planting time.

Kellogg's



Blackberries

Nothing is more delicious than a dish of good Blackberries and cream, or a wonderful Blackberry pie. Order Kellogg's Blackberry plants for most profit and delight. We have the purest and cleanest strain obtainable.

ALFRED BLACKBERRIES

Alfred will really tempt your appetite, and add to your profits. The beautiful, glossy black berries measure 1½ inches long and 1 inch across, and are almost free from seeds or core. The nicest of all Blackberries for eating fresh; you will come back for more. Fine for pies and jams. Order Kellogg's fast growing, healthy, quick-yielding plants. **HARDY!**

ELDORADO BLACKBERRIES

It will be a long time before any Blackberry will be very far superior to Eldorado. While we advise you to have the newer Alfred, we also advise you certainly to have Eldorado. Eldorado is a big, strong, hardy grower, and a heavy producer of big, sweet, delicious, jet black berries. Seldom injured by frost. Berries produced in large, beautiful clusters. They always bring top prices. We offer extra clean, pure, and healthy plants.

Sodus Purple Raspberry

Berries are large, firm, and attractive. Much superior to other purples. Do not crumble. Plants vigorous, hardy, productive—not easily subject to disease. Unique appetizing flavor.

SODUS PRICES:

1-year plants.

12 plants	\$ 1.00
25 plants	1.50
50 plants	2.85
100 plants	4.75
300 plants	13.25
500 plants	19.95
1000 plants	36.00

Red Raspberries

Order Red Raspberry plants early. Plants have been scarce for years. We will reserve the plants for one-third down payment.

ST. REGIS EVERBEARING.

Bears fall and summer. Strong grower, heavy producer. Hardy in all climates. Berries medium large, bright red, delicious.

CHIEF. The Earliest Red.

Hardy and healthy, heavy yielder, fine deep red fruit. Large, excellent shipper.

LATHAM. The Late Red.

Berries nearly one inch, deep red, not crumbly, delicious. Bears heavily. Hardy nearly everywhere. Fruits for years.

PRICES, ST. REGIS, CHIEF, LATHAM

1-year plants.

12 plants	\$0.75	100 plants	\$ 3.65
25 plants	1.15	300 plants	9.75
50 plants	2.10	500 plants	14.75
1000 plants	\$27.50		

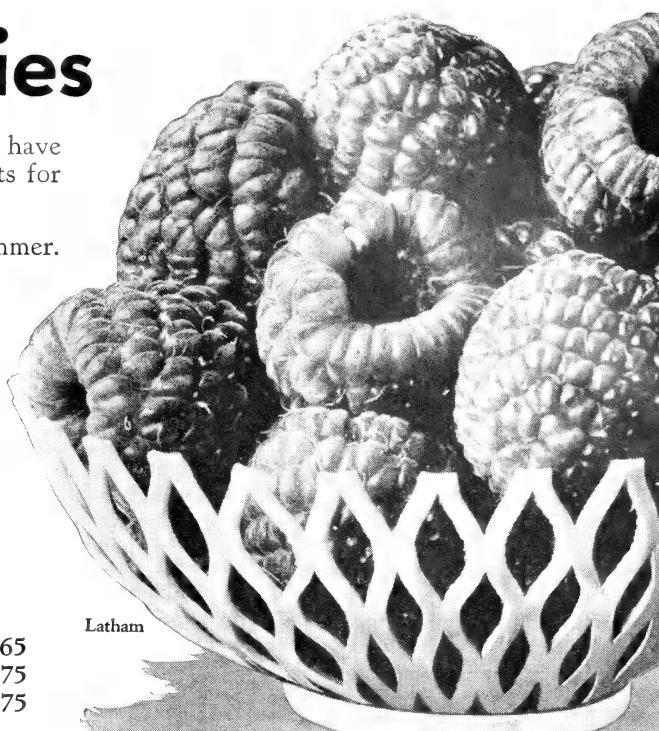
TAYLOR. Red. Bright, attractive, medium red, conical berries. Thick flesh, small cavities, firm. Plants vigorous and productive, canes sturdy.

INDIAN SUMMER—Everbearing. Summer and autumn crop. Fine, large, delicious, medium red berries. September until frost. Very hardy.

PRICES:

Taylor and Indian Summer

12 plants	\$0.85	100 plants ..	\$ 4.15
25 plants	1.35	300 plants ..	10.95
50 plants	2.35	500 plants ..	16.50
1000 plants			\$30.00



All plant
reservations
made from
estimated supply.

Black Raspberries

Good Black Raspberry plants are just as scarce as the Reds, and we urge you to order early. Don't forget that we will reserve the plants for you as stated at top of page.

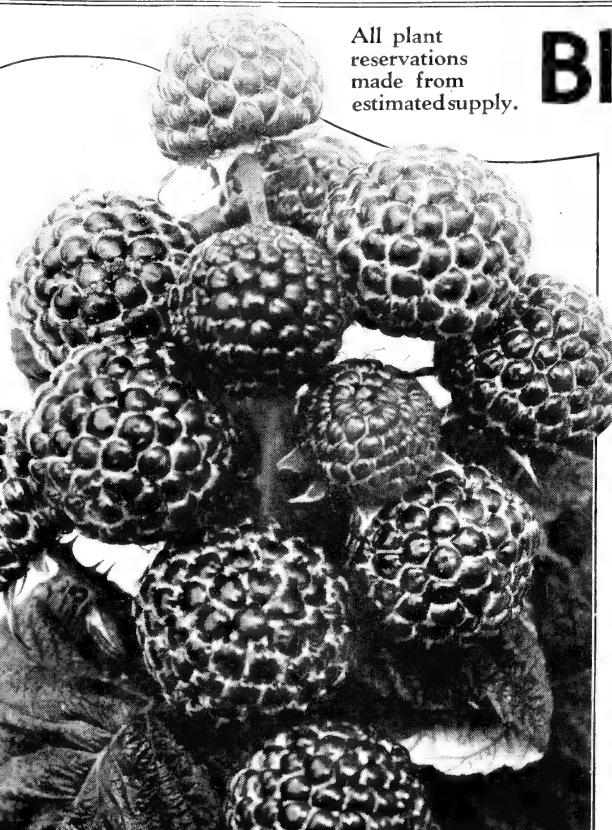
LOGAN. Earliest of Blacks. Ripen a week ahead of Cumberland. Berries firm and solid—not crumbling—large, glossy, purplish black. Rich, spicy flavor. Sturdy grower, heavy yielder.

CUMBERLAND BLACK RASPBERRY. The best midseason black. Hardy, fruitful, strong, tall grower. Large, delicious berries. Easily grown.

PRICES, LOGAN AND CUMBERLAND

1-year plants.

12 plants	\$0.85	100 plants	\$ 4.15
25 plants	1.35	300 plants	10.95
50 plants	2.35	500 plants	16.50
1000 plants			\$30.00



New Anoka Apple

Set in
Spring
1941

The year of
planting is the only
year that the Anoka
does not bear fruit.

July
1942

You receive
some apples one
year after plant-
ing.

Bears quickly—one year after planting—
earliest and heaviest bearing apple in the world
—8 crops of apples at only 10 years old—
hardy in all climates—highest quality, deli-
cious fruit.

One year after planting you will receive enough apples
for eating purposes, and in two years you receive your
first large, full-sized crop. What other Apple will dupli-
cate this performance?

Anoka bears in July and August—the earliest
fruiting Apple known. Apple pie, Apple dumplings, and
cool, sweet eating Apples right in midsummer.

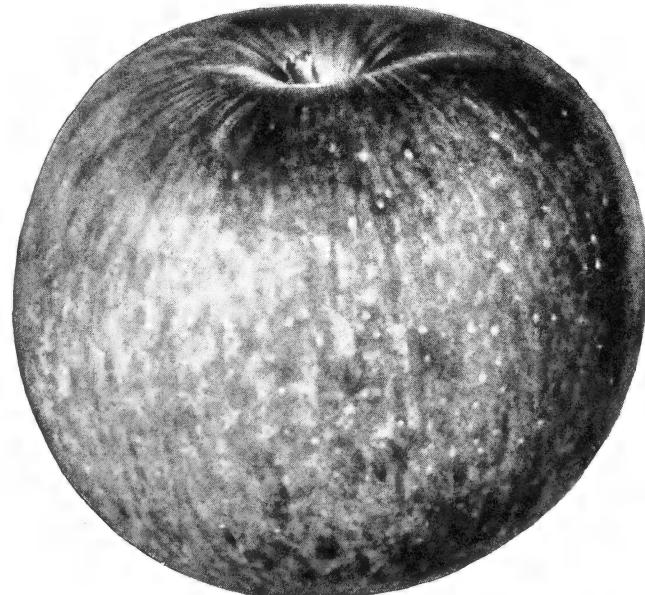
Prolific Fruiter. Professor Hansen, head of the De-
partment of Horticulture, State College, South Dakota,
says: "Anoka is a heavy annual bearer under ordinary
circumstances. It bears after one year in the nursery.
John Robertson, orchardist, of Hot Springs, South Da-
kota, sent me a photograph of his Anoka Apple tree, 7
feet high, bearing 2 bushels of Apples."

And now —
only two years
after planting—
you receive a
big full-sized
crop.

July
1943



ANOKA Fruiting Heavily Two Years After Planting



Perfectly Hardy. Will survive all winters.
Originated in the Dakotas where it gets really
cold; it just has to be hardy!

Eight Big Crops of Apples at only ten
years old is the wonderful record Anoka has
made. Fruit better than such varieties as Duchess
—a fine early summer eating Apple. Apples
good size, well formed, beautifully colored, well
flavored. Beautiful, upright grower.

ANOKA PRICES:

2-year trees, 7/16 in. to 9/16 in. caliper.

1 for	\$ 0.65
3 for	1.65
10 for	4.35
25 for	10.15
50 for	18.25
100 for	32.50

Standard Apple Trees

All Kellogg Apple trees are first class, rigidly inspected trees, true to name and especially selected for hardiness and productiveness. Apple trees should be planted 32 to 40 feet apart.

BALDWIN. Large, bright red, faint specks. Juicy and acid. December.

BEACON. This is a new early Apple. New Beacon ripens with Duchess, or just a few days later, and will keep for a month even without cold storage. Beautiful dark red color. Excellent for cooking or eating. Trees vigorous, productive and hardy. Usually brings much higher prices than other Apples.

DARK RED DELICIOUS. Deep, deep, rich red; juicy and good. Plant Dark Red Delicious and reap extra profit. Sturdy.

DARK RED JONATHAN. Prolific. Bears while real young. November.

DARK RED NORTHERN SPY. Genuine Northern Spy of vivid red. Extra good keeper and shipper.

HYSLOP CRAB. Large fruit. All-over red. August.

MCINTOSH RED. Large crimson fruit, slightly acid. Extra good keeper and shipper. October.

WEALTHY. August and September. Fruit medium size, pale yellow color, some red stripes. Fine quality.

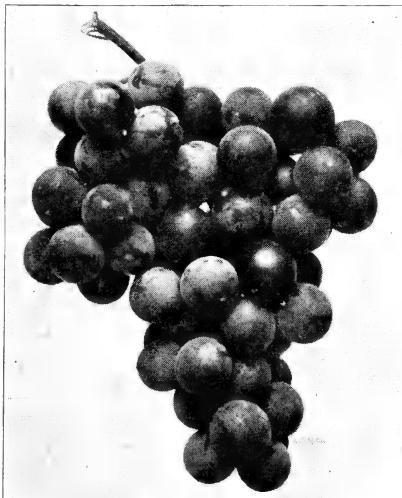
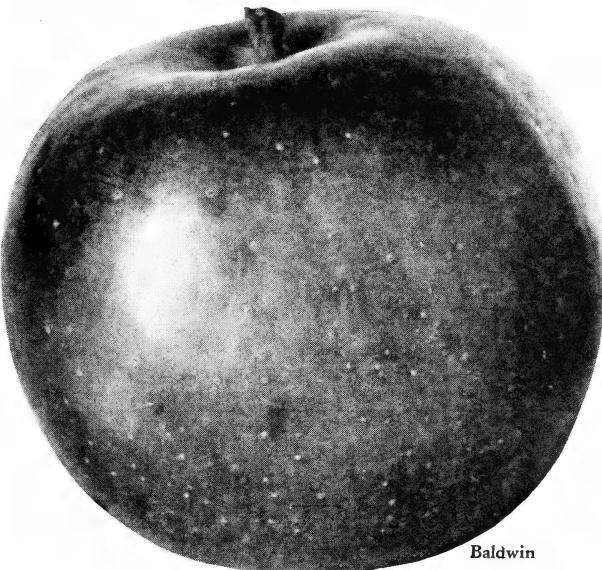
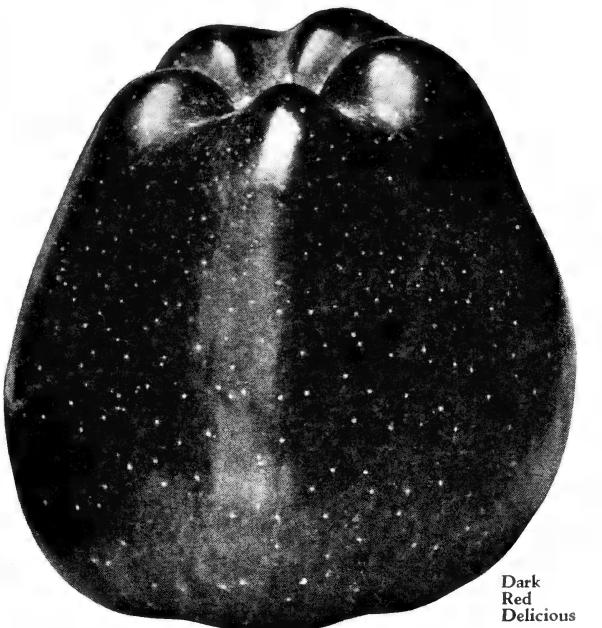
WINESAP. Heavy bearer, rich juicy fruit. Red. Aromatic. November and December.

YELLOW TRANSPARENT. Very early. Large, yellow. Flesh white. July.

PRICES:

2-yr. trees, 7/16 to 9/16 in. caliper.

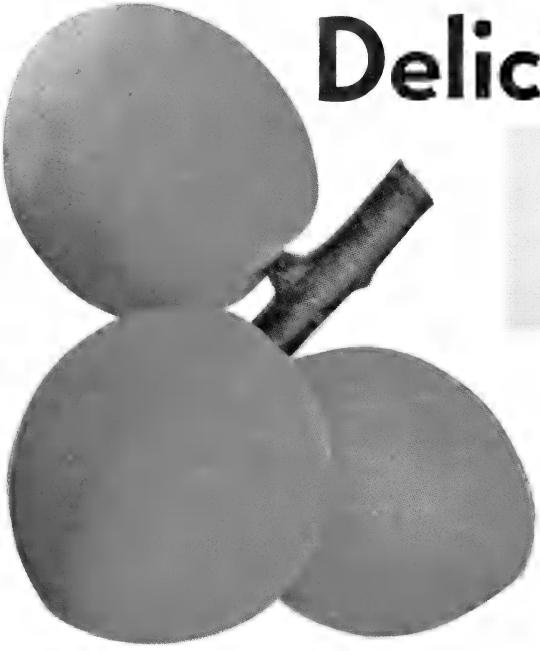
1 for \$0.75	10 for \$ 4.50	50 for \$19.25
3 for 1.85	25 for 10.50	100 for 35.00



6 Grape Vines 75¢ 2 Red — 2 Black — 2 White

This is Kellogg's big bargain collection of Grapes. We send you 2 Red, 2 White, and 2 Black, varieties our choice, but not including Concord, Seedless Concord or Golden Muscat. Thus you get Grapes that would cost you \$1.20 if ordered singly. All fine, two-year-old, field-grown stock.

6 for 75c; 12 for \$1.35.



Delicious Moorpark Apricot

Hardy in the North. Intermediate between peach and plum. Delicious and easy to grow.

Many people still believe that Apricots cannot be grown in the North. This Moorpark variety is hardy in the North, and will bear large crops of delicious fruit. Order a few Apricot trees, and show your friends and neighbors the novelty of Apricots from your own back yard or orchard. Very profitable on the market.

We recommend that every orchardist try Apricots. We also recommend that you have a couple of trees in your back yard.

PRICES:

All trees 7/16 in. caliper or larger.

1 for ... \$1.05	3 for ... \$2.45	10 for ... \$ 6.25
2 for ... 1.75	6 for ... 4.50	25 for ... 14.75

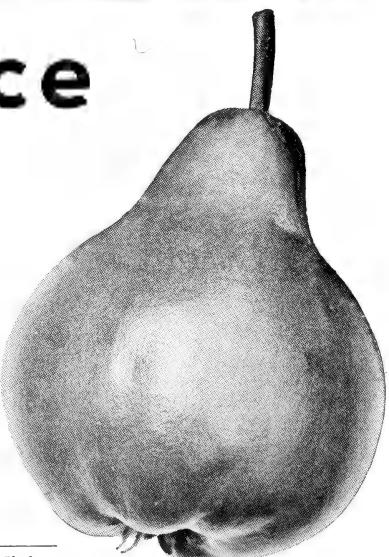
Free with your order

This is a book that will answer your questions about Strawberry plants and other small fruits. Not only tells how to grow Strawberries, from preparation of soil to marketing of the fruit, but also tells how to grow Raspberries, Blackberries, Grapes, Asparagus, and other small fruit plants. This book will be sent to you free with your order if you ask for it. Simply specify on your order that you want the "Key to Strawberry Profits." Without an order, price is 10c.

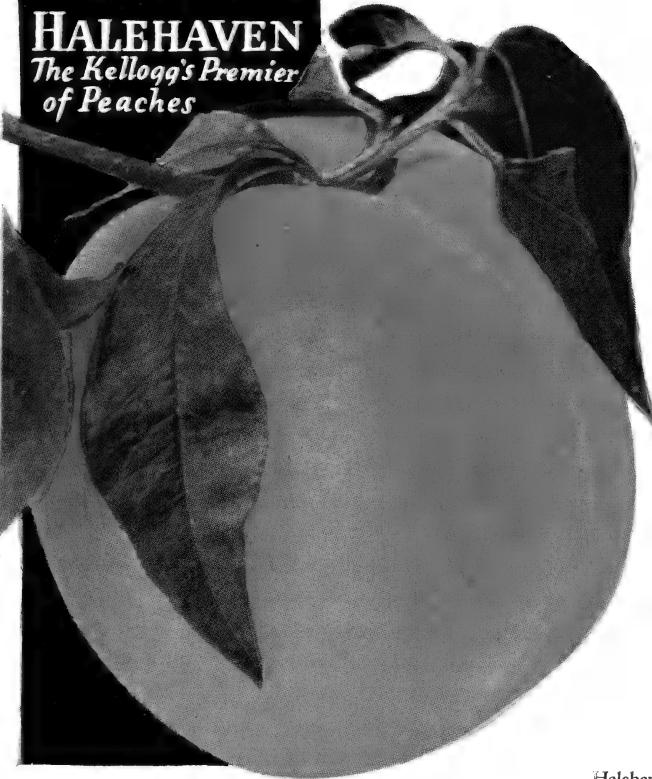
Orange Quince

Every home owner should have a Quince tree or two for jellies, preserves, Quince honey and other uses. Quince trees are also fine profit makers, as there is a demand for the fruits and jellies. Some people make money growing Quince trees, putting up the Quince honey themselves, and selling the honey. Trees are hardy.

QUINCE TREE PRICES: 7/16 in. caliper or larger,
1 for \$1.05; 2 for \$1.75; 3 for \$2.45; 6 for \$4.50; 10 for
\$6.25; 25 for \$14.75.



HALEHAVEN
*The Kellogg's Premier
of Peaches*



Halehaven

OTHER PEACHES

CHAMPION. Best early white-fleshed freestone. Rich and juicy. Highly colored cheek. August.

EARLY CRAWFORD. Magnificent large, yellow freestone. Delicious. Fine canner. Early September.

ELBERTA. Large, oval-shaped, yellow freestone. Red cheek. Prolific, hardy. Mid-September.

J. H. HALE. Flesh yellow and sweet. Good canner and shipper. Largest commercial freestone. Early September.

FERTILE-HALE. Plant Patent No. 175. Large, beautiful freestone, destined to be a leading money-maker. Flesh yellow, firm, well flavored. Trees vigorous and productive. An outstanding achievement in Peach breeding. A little later than Elberta. Every orchardist should try a few.

SOUTH HAVEN. Fine flavor. Flesh yellow, sweet. Showy exterior—early. Freestone. September 1st.

Prices

ALL PEACH TREES	
1-yr.,	7/16-in. caliper
1 for	.75
3 for	1.35
10 for	2.95
25 for	6.35
50 for	12.00
100 for	23.50

Cherry Trees

SWEET

BLACK TARTARIAN. Large, rich, black, sweet, delectable. June.

ROYAL ANNE. Large, pale yellow, delicious. Red cheeks. Firm flesh. July.

SCHMIDT'S BIGARREAU. Large, black, dark flesh. July.

WINDSOR. Large, dark red. Late July.

SOUR

MONTMORENCY.

Large, red fruit. Fine for canning or table. Sure bearer. Late June.

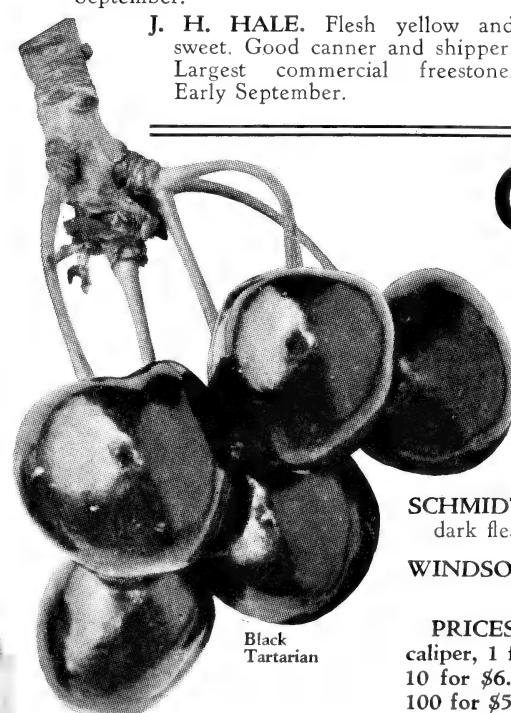
EARLY RICHMOND.

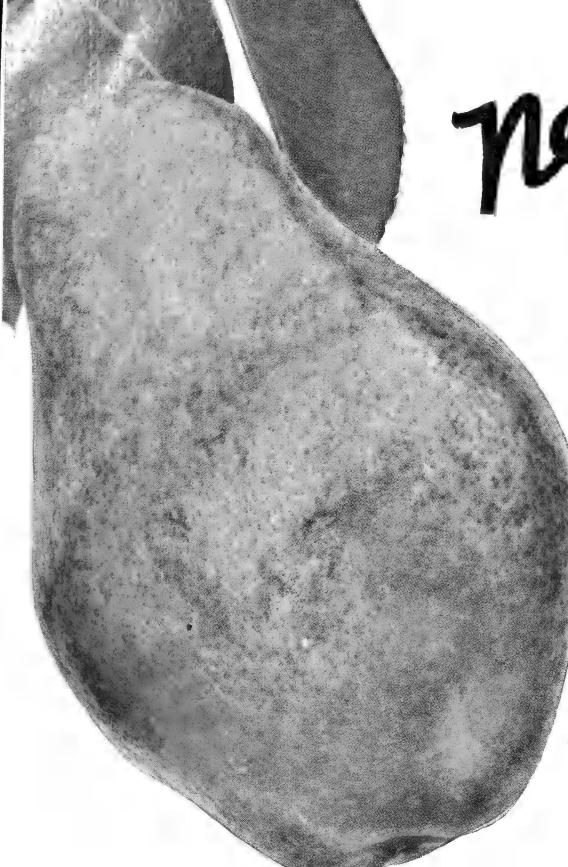
Fruit medium size, red, juicy. Tree bears young. June.

PRICES: All Sweet Cherry trees, 7/16 in. caliper, 1 for \$1.05; 2 for \$1.85; 3 for \$2.50; 10 for \$6.50; 25 for \$15.50; 50 for \$30.00; 100 for \$59.50.

PRICES: All Sour Cherries, 7/16 in. caliper, 1 for 85c; 2 for \$1.35; 3 for \$1.75; 10 for \$4.95; 25 for \$11.75; 50 for \$21.00; 100 for \$37.50.

Black
Tartarian





New Seedless Pear

Here is a new Pear that you can eat from top to bottom — no seeds — no core! What a wonderful innovation!

And in addition, Cope's New Seedless Pear is remarkably free from blight. In flavor, size, shape, and color, Cope's Seedless Pear is very similar to Bartlett—just does not have seeds or core.

Starts producing in three years, and usually gives full crop in five years. Ripe ten days after Bartlett, when good Pears are scarce, hence it brings good prices on the market, and will be a delight on the table.

Don't fail to order some Cope's Seedless Pears. Prices: 2½ to 3 ft., well-branched trees, 1 for \$1.50; 2 for \$2.50; 3 for \$3.50; 6 for \$5.50; 25 or more at 85c each.

Other Pears

We offer the four most valuable varieties in standard varieties of Pears. All Pears are well branched trees, 7/16-in. caliper or larger.

BARTLETT. Large, juicy, rich flavored. Fine to eat out of hand, universally recognized as best canning Pear. Tree strong grower and prolific bearer. Bears in September.

CLAPP'S FAVORITE. Very large and handsome Pear. Yellow with red cheek. The best of the large early

Pears. Fair canner if picked before too ripe. Bears August.

KIEFFER. Large yellow Pear noted for its keeping quality. Tree very fast grower and bears young. Bears Oct.-Nov.

SECKEL. Small fruit, light russet, with red cheek. Very sweet and fine grained. Used extensively for pickling. Bears October.

PRICES (All Pears except Seedless):

1 for \$0.75	10 for \$ 4.35	50 for \$19.95
3 for 1.75	25 for 10.35	100 for 39.50

Plum Trees

Five Leading Varieties of Plums

SUPERIOR. This is a new variety that produces very large fruit with firm flesh, beautiful red in coloring, and delicious in flavor. Peels easily just like a peach. Exceedingly hardy. Easy to grow, strong and healthy. Exceedingly good market variety. Flesh a rich yellow.

BURBANK. (Japanese.) Tree grows rather flat, which makes picking easy. Very hardy and bears at an early age. Fruit large, red. Late August.

FELLENBERG. (Italian.) Good-sized purple Plum. A good canner and an ideal fruit for drying. September.

GREEN GAGE. Always a favorite, either for canning or table. High sugar content. September.

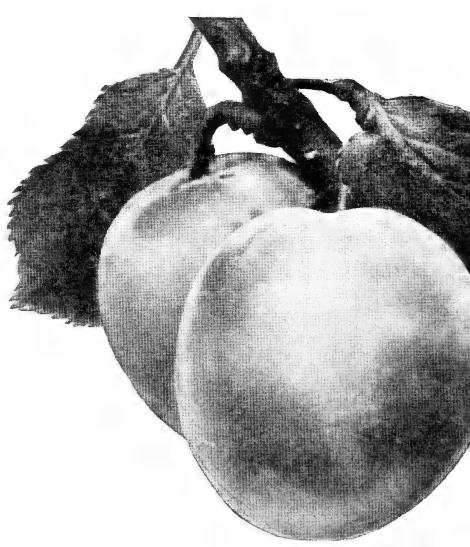
LOMBARD. Medium size. Fruit red. Very productive. This is a leading market variety and is grown extensively wherever Plums are known. Late August.

PLUM TREE PRICES

Finely branched 7/16 to 9/16-in.

caliper.

1 for \$1.05	10 for \$ 6.25
3 for 2.45	25 for 14.75
50 for \$28.50	
100 for 55.00	



How to Order

Please use the order blank enclosed with your catalog if you have one. If you do not have an order blank, tabulate your order on any blank piece of paper. The order blank gives spaces on which you may check the approximate time you want shipment made. Or, if you want us to use our judgment, check the square marked regular and we will ship at the proper time for planting.

EXPRESS OFFICE. If there is no express office in your town write the name of the nearest express office town from you and also the distance from you on the order blank in the spaces provided.

ORDER EARLY and have plants reserved. Early orders have preference at shipping time.

PAYMENT IN FULL should accompany all orders of \$5.00 or less. With larger orders you may send one-third with order, balance when you want shipment. No C. O. D.

SEND MONEY by postal, express or bank money order, or registered letter. Unregistered currency sent at your risk. Add five cents for exchange on personal checks.

ALL MEMBERS OF A FAMILY should preferably order under one name.

SHIPMENT of most smaller orders, parcel post. Large orders usually by express.

ALL PRICES in this book expire June 30, 1941.

SHIPPING CHARGES. You are to pay shipping charges. On express shipments you pay express company upon delivery; on parcel post shipments you remit postage to us after shipment is completed.

IF YOU SPECIFY METHOD OF SHIPMENT we will follow your instructions as far as possible, but it should be remembered that there is a size and weight limit to parcel post shipments, and consequently most trees and other large items must go by express.

PLANTING INSTRUCTIONS free with each order.

CANCELLATIONS or changes not permissible during shipping season. Plants not returnable for credit.

GUARANTY

We guarantee stock to be just as represented or orders refilled free; we further warrant all stock to be carefully packed and shipped in good growing condition, and if this stock is properly and carefully planted, watered, and cared for, it will grow and give satisfactory results.

We cannot guarantee continuous growth since this depends upon the care you give the plants and also upon your local conditions. However, where failure of plants to grow is due to arrival in poor condition, we will replace the unsatisfactory plants without charge, providing reports are received prior to June 30th.

No refunds will be made for failure of plants after June 30th unless a preliminary report is received prior to that date.

It is mutually agreed that in any event we will not be liable for more than the purchase price of the stock.

Refills

Refills per this guaranty will be made during the current shipping season if reports are received in time. Otherwise they will be made during the following season. Plants and other nursery stock sent as ordered, and received in good condition, cannot be returned for credit and we accept no obligation for their return.

Kellogg's All-Metal Plant-Setting Dibble

CORRUGATED for STRENGTH

This tool was invented by Kellogg years ago for setting strawberry plants in our own nursery. It worked so well that we decided to offer it to our customers. At first the tool was made with plain metal, then later we corrugated it for strength with lightness—now it is strong, rigid, and easy to handle.

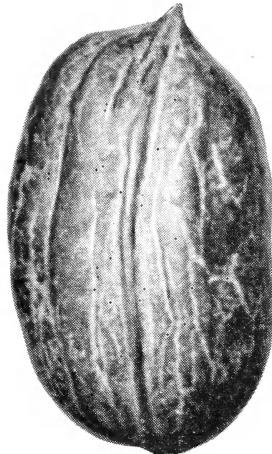
To use the Dibble, just push it straight down in the soil, then push forward to make the opening, insert the plant, reinsert the dibble just ahead and pull back, and you're through, except for pressing the soil firmly with your knee as you go to the next plant.

PRICES: Kellogg's Corrugated Dibble, 35c each; 2 for 65c; 4 for \$1.25.

Prices
Only
35c ea.
2 for 65c
4 for \$1.25



Now! GROW PECANS IN THE NORTH



McCallister Hican

McCALLISTER HICAN

If you want something new and unusual, plant Hican. This new nut is a cross between pecan and hickory nut, and the flavor is a combination of the two. It resembles pecan in shape, as shown, and kernels are large and meaty. Takes northern hardiness from hickory, unique flavor from pecan.

PRICES: Hardy grafted stock, 3 to 4 feet, 1 for \$4.50; 2 for \$8.50.

The new Pecan tree listed below will bear mature fruit as far north as Central Ohio, and for farther north, we recommend the McCallister Hican. The Hican is a cross between the native Hickory Nut and Pecan—it gets hardiness from Hickory and other valuable characteristics from Pecan. Flavor is a combination of both.

NORTHERN PECAN

(Seedling.) Mature in the North. Large nut, thin shell. Kernels free and plump.
PRICES: 4 to 6 ft., 1 for \$1.00; 2 for \$1.85.

OHIO WALNUT

Fast grower. Often have nuts in one year. Nuts large, shell thin. Kernels white, plump and free. **PRICES:** 3 to 4 ft. grafts, 2-year, \$2.50 each; 2 for \$4.50.

Giant Victoria Rhubarb

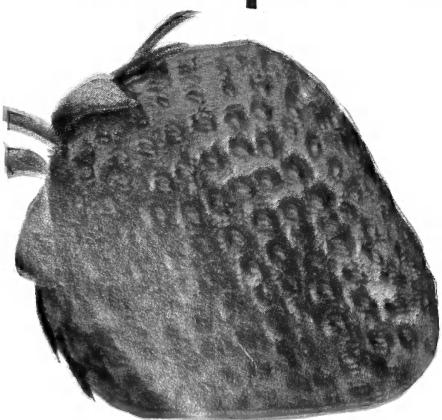
Few vegetables are as healthful and appetizing as Rhubarb, and few are more profitable. Very easy to grow—practically takes care of itself once it is established.

We offer the Giant Victoria red variety that everyone likes so well. Stalks extra large, roots extra strong. Our prices this year are exceedingly low.

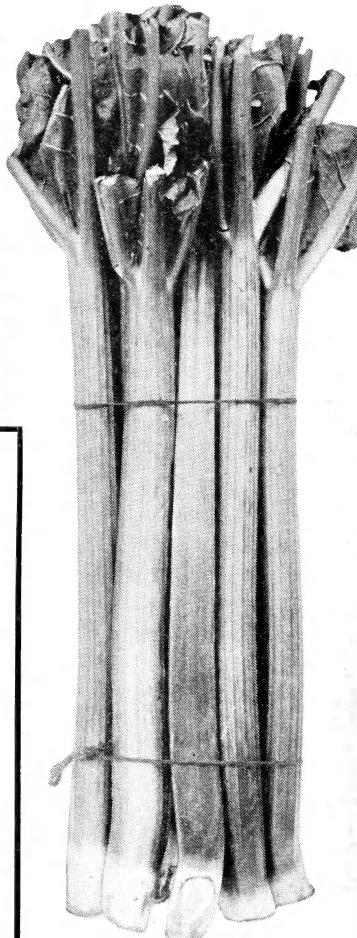
PRICES: Victoria Rhubarb

6 for	\$0.65
12 for	1.00
25 for	1.79
50 for	2.69
75 for	3.85
100 for	4.95

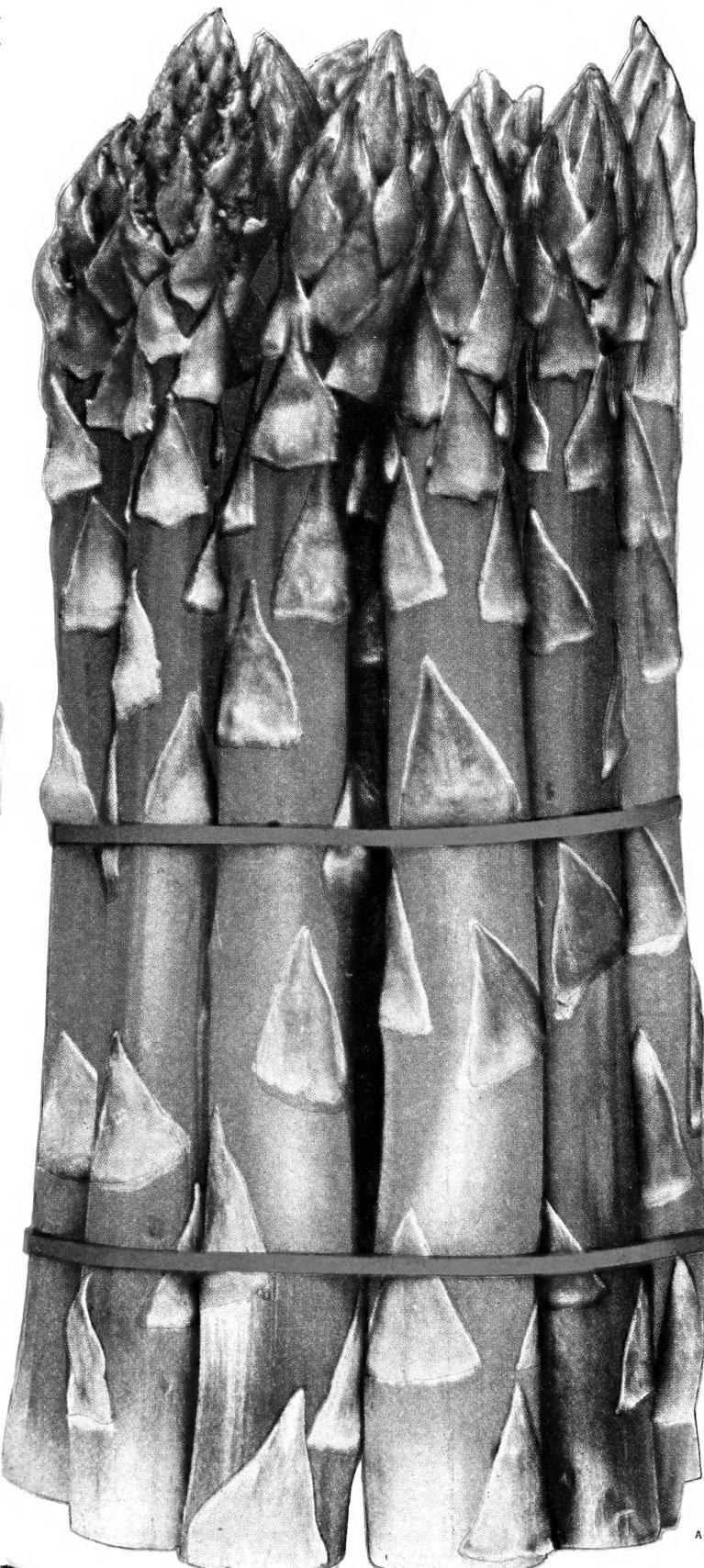
Champion for 25 Years



In 1915 we introduced the early Strawberry, Kellogg's Premier. Ever since then, Premier has been the Champion of all Strawberries. No other variety has ever been better, or even as good. See pages 16 and 17 for Kellogg's Premier.



Washington Asparagus



Asparagus takes such an exceedingly small amount of care and is such a consistent money-maker, that we unhesitatingly recommend it as one of the best cash crops you can plant. Customers will pay premium prices for the juicy, delectable stalks from your rust-proof Martha Washington variety.

Produces Year After Year

The small amount of care is a great advantage. Once Asparagus is planted, it comes up year after year with scarcely any attention, and is exceptionally easy to harvest and market. Wouldn't you expect to get good high prices for fine large bunches of Asparagus like that shown here?

Rust Proof

We furnish only the Washington Giant rust-proof variety. This is remarkably free from disease and produces unusually large crops; and the stalks are unusually tender and juicy. You will get plump stalks in one year from planting, and it will continue to produce for about twenty years. This rust-proof variety, because it is disease free, requires even less work and attention than ordinary varieties. It brings you profits very early in the spring when money is welcome.

We furnish both one- and two-year roots at the following prices:

ASPARAGUS PRICES:

	1-yr.	2-yr.
12 for	\$0.35	\$0.55
25 for45	.70
50 for65	1.05
100 for	1.15	1.75
200 for	1.95	2.85
500 for	3.50	5.25
1000 for	5.75	8.50



Kellogg's Summer-Mums

TRADE MARK



Are you a flower lover as well as a fruit lover? If so, you should immediately find out about the Summer-Mums. These beautiful flowers start blooming in July, and continue with hundreds of blooms until frost. Note that we say—



Hundreds of Blooms!

Summer-Mums make a strong, bushy plant nearly 3 feet high, and 2½ to 3 feet or more across, loaded with several hundred flowers all at one time. Blooms continue for several months.

Write for Information

Write us a post card at once, asking for Kellogg's free catalog of flower plants, and learn more about these amazing new Summer-Mums. We considered Summer-Mums so important that we added four pages to our catalog at the last minute, in order to show them to you this year. In addition to Summer-Mums there are many other novelties.



FREE Catalog

Kellogg's Garden Beauty Book (flower catalog), will be sent to you free. It not only describes Summer-Mums but also Azaleamums, Dazzler Carnation, Double Delphiniums, new flower "Gay Adventure," new Sunset Lily, new Campanula "Blue Gardenia," and many other novelties and rarities that will make your garden stand head and shoulders above your neighbor's. Just write us a postal card asking for it, and it will come to you immediately—FREE!

R. M. KELLOGG COMPANY, Box 203, Three Rivers, Mich.